

Personas, Problem Scenarios, and Propositions

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1. Positioning Statement

For Oi (Telecom company, provides Land lines, Internet, Cable TV and Mobile Phones) TV and Internet customers who desires access OTT content from several sources in a single place, the Oi Play is a OTT aggregator that provides in a single portal access to VOD content from more than 10 providers (HBO, TNT, FOX...). Unlike Netflix, our product we are not restricted to only one library of content we can provide access for more than 20.000 media assets through the metadata aggregation and proprietary SVOD and TVOD content.

2. Brainstorm Personas

- a. Ana the Video Producer (Youtuber)
- b. André the High School Student
- c. Samantha the College Grad Student
- d. Janete the Housewife
- e. Mario the Mechanic

3. Detail a Persona

- a. Ana the Video Producer (Youtuber):

Ana is a Video Maker, she produces media content for the Youtube. Her Channel is centered on Critical Reviews and Recommendations of Movies and TV Shows, she is graduated on Arts and has 7 years of experience as Youtuber.



Ana has a Youtube channel where post their videos, her channel has more than 1 million subscribers, 200 videos and five million views from around the world. On her profession one of the mandatory rules is that she always need to be well informed about the media content that is on the OTT platforms across the internet. She also needs to be able to watch this VOD content that is distributed across several platforms.

Ana is a Oi TV and Internet customer, that means Oi provides Cable TV and Internet do Ana, Ana works from home so she has only one account with Oi.

Thinks

Ana would like to have access to all OTT content from all providers in a single platform.

Sees	Ana sees that all OTT content is spread across several proprietary OTT media platforms; what make her job difficult.
Feels	She feels frustrated because even though all providers make their OTT content available for Oi TV and Internet customers, this same content is spread across several platforms and is impossible for search for this content in a single platform.
Does	So she has do every day search on all OTT platforms for updates on their inventory. Spending precious time on this task, what makes her job difficult and take longer to be completed.

4. Problem Scenario, Current Alternative and Value Propositions

Problem Scenario	Current Alternative	Value Proposition
She wants to be able to search by all OTT platforms in single environment.	Currently she has to search in all platforms individually.	Oi Play OTT Aggregator will provide A search mechanism that allows anyone to search on all OTT providers registered on the service.
She would like to not have to login on each OTT platform individually.	Currently she is obligated to login on each one OTT platform.	Oi Play should provide an Single Sign On system that enable the login on all OTT platform in an invisible way to the user.
She also would like to find the TV Guide for all Oi Cable TV Channels in a single place.	Currently she has to access each channel on the TV or his respective web site to know which movie or TV show will be presented on each schedule on each Channel.	Oi Play will provide an TV Guide to present all Schedule for Cable TV for 15 days in the future.